

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for advertising comprising the steps of:

delivering a first electronic document including an electronic advertisement in a first display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option for inclusion in a first electronic document;

receiving a first selection of an expansion icon associated with the electronic advertisement, where the expansion icon is selectable to transition the electronic advertisement from the first display format into a second display format;

delivering the electronic advertisement in the second display format, the second display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option;

receiving a selection of one or of the one or more menu options from the electronic advertisement; and

delivering a second electronic document including content from the referenced network location associated with the menu option selected and including the electronic advertisement in the second display format, the second electronic document including the electronic advertisement.

2. (Currently Amended) The computer-implemented method of claim 1, wherein one of the menu options includes a home menu option and further comprising the steps of:

receiving a selection of the home menu option; and

delivering the first electronic document including the electronic advertisement in the first display format.

3. (Currently Amended) The computer-implemented method of claim 1, wherein the electronic advertisement comprises a morphing electronic advertisement that includes ~~a first display format, a second display format and~~ instructions for interpreting user actions to enable an end user system to display ~~both formats~~ the first display format and the second display format.
4. (Currently Amended) The computer-implemented method of claim 1, wherein the first and second electronic document comprise web pages.
5. (Currently Amended) The computer-implemented method of claim [1] 4, wherein the network locations specified in reference to the one or more menu options comprise network locations provided by or affiliated with a host entity that delivered the first electronic document and the electronic advertisement.
6. (Currently Amended) The computer-implemented method of claim 1, further comprising ~~the steps of:~~
storing a price parameter value in association with ~~one or more advertisements~~ the electronic advertisement for performance by end users viewing the advertisement; and
wherein the electronic advertisement comprises a target reference to an advertiser network location.
7. (Currently Amended) The computer-implemented method of claim 6, wherein performance is determined to have occurred when an end user selects the target reference.
8. (Currently Amended) The computer-implemented method of claim 6, wherein performance is determined to have occurred based on user activity associated with the second display format.
9. (Currently Amended) The computer-implemented method of claim 8, wherein the user activity comprises a predetermined period of time viewing the second display format.

10. (Currently Amended) The computer-implemented method of claim 8, wherein the user activity comprises the user request to view the second display format.
11. (Currently Amended) The computer-implemented method of claim 8, wherein the user activity comprises a predetermined number of user selections of the one or more menu options available in the second display format.
12. (Currently Amended) The computer-implemented method of claim 1 further comprising: ~~the step of~~ associating a reference to the electronic advertisement for use by the user in retrieving the electronic advertisement.
13. (Currently Amended) The computer-implemented method of claim 12 wherein, the user may bookmark the electronic advertisement using the reference.
14. (Currently Amended) The computer-implemented method of claim 1 wherein, the second electronic document comprises a document provided by the advertiser.
15. (Currently Amended) The computer-implemented method of claim 14 wherein, the document provided by the advertiser comprises a web page from the advertiser's web site.
16. (Currently Amended) The computer-implemented method of claim 1, wherein the second electronic document comprises an electronic document that ~~interfaces with a user to permit the~~ includes functionality to permit the user to purchase one or more items.
17. (Currently Amended) The computer-implemented method of claim 16, further comprising: ~~the steps of~~
receiving feedback information related to a user's purchase of one or more items.
18. (Currently Amended) An apparatus for delivering advertising comprising the steps of:
an electronic advertisement output means for delivering a first electronic document ~~including an electronic advertisement in a first display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with~~

~~each menu option;~~

selection receiving means for receiving a first selection of an expansion icon associated with the electronic advertisement, where the expansion icon is selectable to transition the electronic advertisement from the first display format into a second display format;

delivering means for delivering the electronic advertisement in the second display format, the second display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option

selection receiving means for receiving a selection of one ~~or~~ of the one or more menu options ~~from the electronic advertisement;~~

delivery means for delivering a second electronic document including content from the referenced network location associated with the menu option selected and including the electronic advertisement in the second display format, ~~the second electronic document including the electronic advertisement.~~

19. (Currently Amended) The apparatus of claim 18, wherein one of the menu options includes a home menu option and wherein the selection receiving means receives a selection of the home menu option; and wherein the delivery means delivers the first electronic document including the electronic advertisement in the first display format.

20. (Currently Amended) The apparatus of claim 18, wherein the electronic advertisement comprises a morphing electronic advertisement that includes ~~a first display format, a second display format and instructions for interpreting user actions to enable an end user system to display both formats~~ the first display format and the second display format.

21. (Currently Amended) The apparatus of claim 18, wherein the first and second electronic document comprise web pages.

22. (Currently Amended) The apparatus of claim 18, wherein the network locations specified in reference to the one or more menu options comprise network locations provided by or affiliated with a host entity that delivered the first electronic document and the electronic advertisement.

23. (Currently Amended) The apparatus of claim 18 further comprising:
storage means for storing a price parameter value in association with ~~one or more~~
~~advertisements~~ the electronic advertisement for performance by end users viewing the
advertisement; and
wherein the electronic advertisement comprises a target reference to an advertiser
network location.
24. (Currently Amended) The apparatus of claim 23, wherein a wherein performance is
determined to have occurred when a user selects the target reference.
25. (Currently Amended) The apparatus of claim 23, wherein performance is determined to have
occurred based on user activity associated with the second display format.
26. (Currently Amended) The apparatus of claim 25, wherein the user activity comprises a
predetermined period of time viewing the second display format.
27. (Currently Amended) The apparatus of claim 25, wherein the user activity comprises the
user request to view the second display format.
28. (Currently Amended) The apparatus of claim 25, wherein the user activity comprises a
predetermined number of user selections of the one or more menu options available in the second
display format.
29. (Currently Amended) The apparatus of claim 18, further comprising storage means that
stores a reference to the electronic advertisement for use by the user in retrieving the electronic
advertisement.
30. (Currently Amended) The apparatus of claim 29, wherein the user may bookmark the
electronic advertisement using the reference.
31. (Currently Amended) The apparatus of claim 18, wherein the second electronic document
comprises a document provided by the advertiser.

32. (Currently Amended) The apparatus of claim 31, wherein the document provided by the advertiser 10 comprises a web page from the advertiser's web site.
33. (Currently Amended) The apparatus of claim 18, wherein the second electronic document comprises an electronic document that ~~interfaces with a user to permit the~~ includes functionality to permit the user to purchase one or more items.
34. (Currently Amended) The apparatus of claim 33, further comprising feedback means for receiving feedback information related to a user's purchase of one or more items.
35. (Currently Amended) An apparatus for delivering advertising comprising the steps of:
an electronic advertisement output system for delivering a first electronic document including an electronic advertisement comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option;
a selection receiving module that receives a first selection of an expansion icon associated with the electronic advertisement, where the expansion icon is selectable to transition the electronic advertisement from the first display format into a second display format and receives a selection of one or more menu options associated with the second display format;
a delivery module that delivers the electronic advertisement in the second display format, the second display format comprising the one or more menu options and a reference to a network location for retrieving specified content associated with each menu option and delivers
~~receiving a selection of one or more menu options from — the electronic advertisement;~~
~~a delivery module that delivers a second electronic document including content from the referenced network location associated with the menu option selected and including the electronic advertisement in the second display format, the second electronic document including the electronic advertisement.~~
36. (Currently Amended) The apparatus of claim 35, wherein one of the menu options includes a home 5 menu option and wherein the selection receiving means receives a selection of the home menu option; and

wherein the delivery module delivers the first electronic document including the electronic advertisement in the first display format.

37. (Currently Amended) The apparatus of claim 35, wherein the electronic advertisement comprises a morphing electronic advertisement that includes ~~a first display format, a second display format and~~ instructions for interpreting user actions to enable an end user system to display ~~both formats~~ the first display format and the second display format.

38. (Currently Amended) The apparatus of claim 35, wherein the first and second electronic document comprise web pages.

39. (Currently Amended) The apparatus of claim 35, wherein the network locations specified in reference to the one or more menu options comprise network locations provided by or affiliated with a host entity that delivered the first electronic document and the electronic advertisement.

40. (Currently Amended) The apparatus of claim 35, further comprising:

a database system for storing a price parameter value in association with ~~one or more~~ advertisements the electronic advertisement for performance by end users viewing the advertisement; and

wherein the electronic advertisement comprises a target reference to an advertiser network location.

41. (Currently Amended) The apparatus of claim 35, wherein a wherein performance is determined to have occurred when a user selects the target reference.

42. (Currently Amended) The apparatus of claim 35, wherein performance is determined to have occurred based on user activity associated with the second display format.

43. (Currently Amended) The apparatus of claim 42, wherein the user activity comprises a predetermined period of time viewing the second display format.

44. (Currently Amended) The apparatus of claim 42, wherein the user activity comprises the user request to view the second display format.
45. (Currently Amended) The apparatus of claim 42, wherein the user activity comprises a predetermined 10 number of user selections of the one or more menu options available in the second display format.
46. (Currently Amended) The apparatus of claim 35, further comprising a storage system that stores a reference to the electronic advertisement for use by the user in retrieving the electronic advertisement.
47. (Currently Amended) The apparatus of claim 45, wherein the user may bookmark the electronic advertisement using the reference.
48. (Currently Amended) The apparatus of claim 35, wherein the second electronic document comprises a document provided by the advertiser.
49. (Currently Amended) The apparatus of claim 47, wherein the document provided by the advertiser comprises a web page from the advertiser's web site.
50. (Currently Amended) The apparatus of claim 35, wherein the second electronic document comprises an 20 electronic document that ~~interfaces with a user to permit the~~ includes functionality to permit the user to purchase one or more items.
51. (Currently Amended) The apparatus of claim 49, further comprising a feedback module that receives feedback information related to a user's purchase of one or more items.